# OGDEN & FRY

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# Illinois Fair Tax Survey

**CHICAGO, IL** - Ogden & Fry, conducted a 7-question poll for the **Illinois Business Alliance** on Tuesday, November 12, regarding Fair Tax legislation with 615 respondents. Respondents were selected by random sampling of likely 2020 General Election voters. The margin of error for this poll is +/- 4.03% at the 95% confidence interval.

*Q1: Governor Pritzker has proposed a new tax increase, the Fair Tax, that changes Illinois' flat income tax to a progressive income tax that taxes higher levels of income at higher rates. It also increases taxes on corporations and small businesses. The governor says the tax increase is needed to help stabilize Illinois' budget and grow the state economy. Opponents of the Fair Tax say that raising taxes on the wealthy and businesses will lead to job losses, jobs moving out of state, and economic stagnation. Which of the following statements comes closest to your view, even if neither is one-hundred percent accurate?*

| Q1: Fair Tax vs Economy | Result | Percent |
|---|---|---|
| Raising taxes on Illinois businesses is a good way to grow the state economy. | 211 | 34.3% |
| Raising taxes on Illinois businesses won't lead to economic growth. | 404 | 65.7% |
| **Grand Total** | **615** | **100.0%** |

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*Q2: The Fair Tax includes a tax increase for corporations and small businesses. If the Fair Tax passes, corporate income would be taxed at a combined rate of 10.49 percent. What do you think is the most likely outcome of a tax increase for businesses?*

| Q2: Fair Tax vs Jobs | Result | Percent |
|---|---|---|
| Businesses will create more jobs and Illinois' economy will grow. | 159 | 32.3% |
| Businesses will cut jobs, or relocate jobs out of state, and Illinois' economy will suffer. | 334 | 67.7% |
| **Grand Total** | **493** | **100.0%** |

*Q3: Illinois' jobs and GDP growth have trailed the national average dramatically over the past decade. If Illinois had kept pace with the national average, Illinois would have 340,000 more jobs and $70 billion more in annual GDP. How concerned are you about Illinois' economy?*

| Q3: How Concerned | Result | Percent |
|---|---|---|
| Very concerned | 312 | 69.8% |
| Somewhat concerned | 89 | 19.9% |
| Not at all concerned | 46 | 10.3% |
| **Grand Total** | **447** | **100.0%** |

*Q4: Over the last decade, states with progressive income tax rates have seen slower growth in jobs and wages compared to states with flat tax rates or no state income taxes. In the most recent state to switch to a progressive income tax, middle class families have seen their taxes go up thirteen percent since it was enacted and the state lost 362,000 jobs. Knowing this, do you support or oppose adopting a progressive income tax?*

| Q4: Fair Tax | Result | Percent |
|---|---|---|
| Support | 98 | 23.3% |
| Oppose | 263 | 62.6% |
| Undecided | 59 | 14.0% |
| **Grand Total** | **420** | **100.0%** |

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*Q5: Governor Pritzker says the Fair Tax would only raise taxes on the wealthiest 3 percent of Illinoisans, while 97 percent of individuals would pay the same or less. If the Fair Tax passes, do you trust that politicians won't increase rates on the middle class in the future?*

| Q5: Trust Politicians | Result | Percent |
|---|---|---|
| Yes | 88 | 21.3% |
| No | 238 | 57.6% |
| Undecided | 87 | 21.1% |
| Grand Total | 413 | 100.0% |

*Q6: If the Fair Tax becomes law, do you believe it will solve Illinois' fiscal problems?*

| Q6: Solve Fiscal Issues | Result | Percent |
|---|---|---|
| Yes | 66 | 16.2% |
| No | 267 | 65.6% |
| Not sure | 74 | 18.2% |
| Grand Total | 407 | 100.0% |

*Q7: In general, should Governor Pritzker and the state legislature prioritize raising taxes to increase government spending OR cutting taxes to reduce government spending?*

| Q7: Tax vs Cut | Result | Percent |
|---|---|---|
| Raise/Increase | 94 | 23.5% |
| Cut/ Reduce | 306 | 76.5% |
| Grand Total | 400 | 100.0% |

**METHODOLOGY**

Ogden & Fry strives to increase the accuracy of political polling by measuring voters most likely to vote based on voter history. Voting is a socialized behavior with predictable reliability and consistency.

Ogden & Fry maintains a database with 20 years of voting history. For this survey, respondents were randomly selected from voters who voted in at least 1 of the last 3 General Elections.

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## CROSSTABS

**Respondents by Gender**

| Age | Result | Percent |
|---|---|---|
| Female | 286 | 46.5% |
| Male | 324 | 52.7% |
| Unknown | 5 | 0.8% |
| **Grand Total** | **615** | **100.0%** |

**Respondents by Age**

| Age | Result | Percent |
|---|---|---|
| 18-30 | 94 | 15.3% |
| 31-45 | 152 | 24.7% |
| 46-64 | 194 | 31.5% |
| 65+ | 174 | 28.3% |
| Unknown | 1 | 0.2% |
| **Grand Total** | **615** | **100.0%** |

**Respondents by City**

| City | Result | | | | |
|---|---|---|---|---|---|
| ALGONQUIN | 1 | NORRIDGE | 1 | ROCKFORD | 11 |
| ALTON | 8 | NORTHBROOK | 3 | EAST PEORIA | 1 |
| Antioch | 2 | Oak Brook | 2 | KEWANEE | 2 |
| ARCOLA | 1 | OAK FOREST | 1 | BLOOMINGTON | 11 |
| ARLINGTON HEIGHTS | 2 | OAK LAWN | 4 | SYCAMORE | 1 |
| Aurora | 5 | ORLAND PARK | 3 | Springfield | 4 |
| Benton | 1 | OSWEGO | 2 | Sugar Grove | 1 |
| BERWYN | 1 | OTTAWA | 1 | CHRISMAN | 1 |
| BLUFORD | 1 | PALATINE | 2 | TAYLORVILLE | 2 |
| BOLINGBROOK | 3 | PALESTINE | 1 | SIDELL | 1 |
| BRADLEY | 2 | PALOS HEIGHTS | 1 | Chillicothe | 1 |
| BROOKFIELD | 1 | PALOS PARK | 1 | NORMAL | 6 |
| Buffalo Grove | 1 | PARK FOREST | 2 | PEKIN | 2 |
| | | PARK RIDGE | 2 | Peoria | 9 |
| BURR RIDGE | 1 | PEOTONE | 1 | MORTON | 1 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| CARBONDALE | 1 | PLAINFIELD | 2 | Elmwood | 1 |
| Carpentersville | 1 | PRINCETON | 2 | ALEDO | 1 |
| CARTERVILLE | 2 | PROPHETSTOWN | 1 | DEKALB | 4 |
| CARY | 1 | RICHTON PARK | 1 | Elburn | 1 |
| CHARLESTON | 1 | RIVERSIDE | 1 | OAK PARK | 4 |
| CHEBANSE | 1 | ROBINSON | 1 | GIRARD | 1 |
| CHICAGO | 129 | ROCK ISLAND | 3 | FREEPORT | 3 |
| CHICAGO RIDGE | 1 | ROLLING MEADOWS | 1 | CORTLAND | 1 |
| CICERO | 2 | SAVANNA | 1 | FORRESTON | 1 |
| COLLINSVILLE | 3 | SCHAUMBURG | 4 | EVANSTON | 6 |
| COULTERVILLE | 1 | SERENA | 1 | SKOKIE | 3 |
| CRYSTAL LAKE | 2 | SHERIDAN | 1 | Sherman | 1 |
| DANVILLE | 1 | SHERRARD | 1 | Dunlap | 1 |
| Darien | 1 | SHOREWOOD | 1 | BYRON | 2 |
| DE SOTO | 1 | SILVIS | 1 | JACKSONVILLE | 4 |
| DES PLAINES | 4 | Sleepy Hollow | 1 | LINCOLN | 1 |
| Downers Grove | 3 | SOUTH ROXANA | 1 | WASHINGTON | 2 |
| Dundee | 1 | SPARTA | 1 | JERSEYVILLE | 1 |
| EARLVILLE | 1 | ST. ANNE | 1 | HAZEL CREST | 1 |
| EAST MOLINE | 2 | STERLING | 2 | FRANKFORT | 1 |
| EAST ST LOUIS | 1 | STREAMWOOD | 2 | MATTESON | 1 |
| EDWARDSVILLE | 6 | TAMAROA | 1 | CALUMET CITY | 1 |
| ELDORADO | 2 | TEUTOPOLIS | 1 | SOUTH HOLLAND | 1 |
| Elgin | 2 | TINLEY PARK | 2 | BELVIDERE | 3 |
| ELKVILLE | 1 | TOLEDO | 1 | NEW LENOX | 1 |
| Elmhurst | 1 | WALSH | 1 | MACHESNEY PARK | 1 |
| ELMWOOD PARK | 1 | Waterloo | 1 | MORTON GROVE | 1 |
| EQUALITY | 1 | Waukegan | 1 | HAMILTON | 1 |
| EVERGREEN PARK | 1 | Westmont | 1 | GILLESPIE | 1 |
| FINDLAY | 1 | Wheaton | 1 | Chatham | 1 |
| FLOSSMOOR | 1 | Willowbrook | 1 | MARQUETTE HTS. | 2 |
| GENESEO | 7 | WINNETKA | 1 | BRIGHTON | 1 |
| GLENCOE | 1 | WONDER LAKE | 1 | BURBANK | 1 |
| Glendale Hts | 1 | Wood Dale | 1 | CARTHAGE | 1 |
| GLENVIEW | 2 | WOODSTOCK | 2 | GREENFIELD | 1 |

| | | | | | | |
|---|---|---|---|---|---|
| GODFREY | 2 | WORTH | 2 | EUREKA | 1 |
| GOREVILLE | 1 | YORKVILLE | 5 | CARLINVILLE | 5 |
| GRAND TOWER | 1 | OLNEY | 2 | MT OLIVE | 1 |
| GRANITE CITY | 3 | NEWTON | 1 | SHABBONA | 1 |
| Gurnee | 2 | FLORA | 3 | LINCOLNWOOD | 1 |
| HANOVER PARK | 1 | CLAREMONT | 1 | COUNTRY CLUB HILLS | 1 |
| HARRISBURG | 2 | DIETERICH | 1 | LENA | 1 |
| HERRIN | 2 | FAIRFIELD | 1 | CREVE COEUR | 1 |
| HUNTLEY | 1 | ALBION | 1 | MAYWOOD | 1 |
| INDIAN HEAD PARK | 2 | NOBLE | 3 | MATHERVILLE | 1 |
| JOHNSBURG | 2 | EFFINGHAM | 5 | North Chicago | 1 |
| JOLIET | 2 | MASON | 1 | Edwards | 1 |
| KANKAKEE | 2 | CARMI | 1 | VILLA GROVE | 1 |
| Kildeer | 1 | MT. CARMEL | 2 | GOLDEN EAGLE | 1 |
| LAKE IN THE HILLS | 1 | ST FRANCISVILLE | 1 | VIRDEN | 2 |
| Lake Zurich | 1 | GRAYVILLE | 2 | CALUMET PARK | 1 |
| LASALLE | 1 | ALLENDALE | 1 | WILMETTE | 3 |
| LEMONT | 2 | EDGEWOOD | 1 | BURNSIDE | 1 |
| Libertyville | 1 | Batavia | 1 | TILTON | 2 |
| Lindenhurst | 1 | St Charles | 3 | Dawson | 1 |
| LOCKPORT | 1 | Geneva | 1 | LEXINGTON | 1 |
| MAKANDA | 1 | North Aurora | 2 | SPARLAND | 1 |
| MARION | 4 | ABINGDON | 1 | CRETE | 3 |
| MARSEILLES | 1 | GALESBURG | 2 | STONINGTON | 1 |
| MARSHALL | 1 | MANITO | 1 | WILSONVILLE | 1 |
| MARTINSVILLE | 1 | BEARDSTOWN | 1 | OQUAWKA | 1 |
| MATTOON | 1 | HAVANA | 1 | HAMBURG | 1 |
| MCHENRY | 1 | MONMOUTH | 1 | PIASA | 1 |
| MCLEANSBORO | 2 | AVON | 1 | BATCHTOWN | 1 |
| MELROSE PARK | 1 | ROSEVILLE | 1 | KAMPSVILLE | 2 |
| METROPOLIS | 2 | LEWISTOWN | 1 | MARKHAM | 2 |
| MILAN | 1 | TROY | 1 | CRESCENT CITY | 2 |
| MINOOKA | 2 | HIGHLAND | 2 | WATSEKA | 2 |
| MOKENA | 2 | Carlyle | 1 | SHELDON | 1 |
| MOLINE | 7 | ST JACOB | 1 | JOY | 1 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| MONTGOMERY | 5 | HAMEL | 1 | MACKINAW | 1 |
| MORO | 1 | SHUMWAY | 1 | Princeville | 1 |
| MORRIS | 2 | OAKLEY | 2 | EAST DUBUQUE | 1 |
| MOUNT PROSPECT | 3 | DECATUR | 7 | KINCAID | 1 |
| MT. VERNON | 5 | MONTICELLO | 1 | CAMARGO | 1 |
| MURPHYSBORO | 2 | ATWOOD | 1 | NEWMAN | 1 |
| NAPERVILLE | 4 | BELLFLOWER | 1 | GIBSON CITY | 1 |
| NASHVILLE | 1 | Pingree Grove | 1 | TOWANDA | 1 |
| NEOGA | 1 | Highland Park | 1 | **Grand Total** | **615** |

**Fair Tax by Gender**

| Sex | F |
|---|---|

| Q4: Fair Tax | Result | Percent |
|---|---|---|
| Support | 48 | 24.6% |
| Oppose | 111 | 56.9% |
| Undecided | 36 | 18.5% |
| **Grand Total** | **195** | **100.0%** |

| Sex | M |
|---|---|

| Q4: Fair Tax | Result | Percent |
|---|---|---|
| Support | 48 | 21.6% |
| Oppose | 151 | 68.0% |
| Undecided | 23 | 10.4% |
| **Grand Total** | **222** | **100.0%** |

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**Fair Tax by Age**

| Age Group | 18 |
|---|---|

| Q4: Fair Tax | Result | Percent |
|---|---|---|
| Support | 21 | 35.0% |
| Oppose | 32 | 53.3% |
| Undecided | 7 | 11.7% |
| **Grand Total** | **60** | **100.0%** |

| Age Group | 31 |
|---|---|

| Q4: Fair Tax | Result | Percent |
|---|---|---|
| Support | 31 | 31.3% |
| Oppose | 58 | 58.6% |
| Undecided | 10 | 10.1% |
| **Grand Total** | **99** | **100.0%** |

| Age Group | 46 |
|---|---|

| Q4: Fair Tax | Result | Percent |
|---|---|---|
| Support | 28 | 20.7% |
| Oppose | 84 | 62.2% |
| Undecided | 23 | 17.0% |
| **Grand Total** | **135** | **100.0%** |

| Age Group | 65 |
|---|---|

| Q4: Fair Tax | Result | Percent |
|---|---|---|
| Support | 18 | 14.3% |
| Oppose | 89 | 70.6% |
| Undecided | 19 | 15.1% |
| **Grand Total** | **126** | **100.0%** |